

Message Text

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ACTION COME-00

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R 300809Z AUG 74

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 1899

UNCLAS PARIS 20603

E.O. 11652: N/A

TAGS: BEXP FR

SUBJECT: FOREIGN BUYER PROGRAM: NATIONAL HARDWARE SHOW

REF: STATE 114770, STATE 148424, STATE 157166

1. EMBASSY WORKED WITH USTS AND PARIS TRAVEL AGENCY, TAYLOR TRAVEL SERVICE, ON THE PROMOTION OF THE NATIONAL HARDWARE SHOW NOW BEING HELD IN NEW YORK. THREE MEETINGS WERE HELD WHERE THE BEST APPROACH FOR THE PROMOTION OF THE SHOW WAS DISCUSSED. THE SHORT LEAD TIME GIVEN TO EMBASSY, THE LACK OF PROMOTION MATERIAL IN FRENCH, AND THE SUMMER VACATION PERIOD WHEN MOST OF THE FRENCH COMPANIES ARE CLOSED, MADE THE TASK MOST DIFFICULT.

2. LETTERS AND TRANSLATED PROMOTIONAL SUMMARIES WERE PREPARED BY THIS OFFICE AND SENT TO 160 FIRMS WITH POTENTIAL INTEREST IN THE LINE OF PRODUCTS COVERED BY THE SHOW. ALSO THE FLYER, A TRANSLATION OF THE MAJOR CATEGORIES OF PRODUCTS, AS WELL AS THE PROGRAM AND INFORMATION ON THE TRIP, PREPARED BY TAYLOR TRAVEL WERE ADDRESSED TO THE COMPANIES.

3. AN ARTICLE ABOUT THE NATIONAL HARDWARE SHOW WAS PUBLISHED IN A RECENT ISSUE OF OUR NEWSLETTER. ALSO THE TRADE ASSOCIATION OF IMPORTERS (FEDERATION NATIONALE DES IMPORTATEURS DE LA METALLURGIE ET DE LA MECANIQUE, 21 RUE SAINT-GUILLAUME, 75007 PARIS) WAS INDUCED TO PUBLISH A RELEASE IN ITS BULLETIN OF INFORMATION.

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4. EMBASSY RECEIVED ONLY FIVE REPLIES FROM 160 FIRMS

CONTACTED. THESE COMPANIES ALL REGRETTED THEY COULD NOT ATTEND THE SHOW THIS YEAR BECAUSE OF SHORT NOTICE AND PREVIOUS ENGAGEMENTS, BUT MIGHT VISIT THE SHOW NEXT YEAR. THREE FIRMS CONTACTED TAYLOR TRAVEL SERVICE AND EXPRESSED INTEREST IN ATTENDING AND INQUIRED ABOUT THE PRICES AND PROGRAM. ALSO PROMO-JARDIN, AN ASSOCIATION FOR THE PROMOTION OF SALES OF GARDEN TOOLS AND EQUIPMENT VISITED THE EMBASSY AND INTENDED SENDING 19 MEMBERS TO VISIT THE SHOW. HOWEVER, BECAUSE THE GROUP WAS NOT LARGE ENOUGH, TAYLOR TRAVEL SERVICE COULD NOT OBTAIN REDUCED AFFINITY GROUP PRICES. THE TOUR PRICE PROPOSED BY TAYLOR CAME OUT TOO HIGH FOR PROMO-JARDIN WHICH DECIDED NOT TO GO THIS YEAR.

5. THE EMBASSY WAS INFORMED BY THE HARDWARE SHOW ORGANIZERS THAT THEY APPRECIATED THE PROMOTION CAMPAIGN WHICH HAD BEEN CONDUCTED AND STATED THAT THEY HAD RECEIVED SEVERAL DIRECT INQUIRIES FROM FRENCH COMPANIES AS A RESULT.
STONE

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